



# FASHION INTERNATIONAL

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## Highlights of French Couture Showings Dateline: Paris

Here's a spot report on the Spring-Summer '73 Paris Couture Showings...phoned in from overseas by our Paris correspondent in order to make this month's publication date. We'll have a more detailed report for you next month.

**SILHOUETTE** changes are evolving very slowly. Couturiers are focusing on the needs of private clients to whom sportswear is unimportant.

**FABRICS:** shantung, crepe de chine, satin crepe, raw silk, linen, light flannel, textured wool, chiffon, Gazar. Checks; dots; mini, maxi, mixed stripes.

**COLORS:** off-white; fresh pastels...like pink and mauve; darks... like ruby, navy, green.

**PRINTS:** butterfly, multi-colored, jacquard, graphs; stylized, long-stemmed flowers.

**PLEATS:** soft and feminine...accordion, knife-stitched.

**HATS:** small... draped turbans...band-brimmed and boater hats.

**SHOES:** low-heeled, spectator for day...high-heeled, slingback for night.

**POT POURRI** of outstanding couturier models: Shirted, short-sleeved, tucked, pleated blouson tops...Wide corselet and pleated skirts...Bloused top, wrap-around skirt, above-elbow sleeve...Sleeveless dress, entirely pleated or pin-tucked...Navy gabardine, slim dress, wide-collared, side-buttoned and bias cut fluid sheath...Narrow coats and dresses...Shirt jacket, yoke back...Belted or half-belted, hip-bone spencer V-neck cardigan...One-button slim blazer over dresses or shirts with pleated skirts...Day and night pajamas, wide legged...Ensembles very important...Also the Naked Look—bare midriff, backless halter, strapless cocktail dress.

## Keeping an Eye on the Italians— A Round-up of Italian Couture (Spring-Summer '73)

It's clothes designed for 'ladies' in Italy—silhouettes show waistlines at waist and legs from knees down. Everything easy, soft, mobile.

**Coats:** Open unlined coat or belted wrap is "in." Modified back fullness, seven-eighths length, shirt-tail hems.

**Jackets:** Open cardigan or belted wrap over skirts, pants or dresses . . . frequently with thin silk sweater over the shirt.

**Pants:** Underplayed in most collections, though they continue as daytime uniform for Italian women of all ages and means. Suits have back-swung toppers. Newest pants are wide, straight, with lifted waistline. Smattering of odd lengths: ankle, clamdigger, bermudas.

**Evening:** Majority are covered-up, romantic versions of shirtdress. Some clingy over-blouses above a whoosh of pleats; some halters; a few strapless; fewer evening trouser costumes.

**Fabrics:** Double-faced wool everywhere. Strong return of dupioni silks, plain or printed. Crepe de chine. Linen. Satin jacquard crepe, georgette, chiffon. **Prints** all geometric for day-stripes, checks, dots for border prints, ombre and roman stripes; night blooming sheers . . . violets, roses, gladioli.

*(Continued on page 2)*

### Coming up in FI

- In-depth report on Paris Couture
- Paris Shopping...updated
- Trends in menswear—USA, Paris
- International knitwear review
- London boutiques...revisited



## Round-up of Italian Couture (Cont. from page 1)

**Colors:** Ice-creamy pastel pink, peach, pistachio, mauve. Cream bigger than white . . . except combination white with brown or navy for day, black after dark. Minority strong colors cropping up: shocking, pimiento red, apple green, bristol blue.

**Hats:** Cloches and turbans completely cover hair, requiring lots of eye make-up.

**Shoes:** High heels again—suede or kid spectator ties. T-straps; ankle straps.

**Jewelry:** Everyone shows long necklaces—amber and jade, sparkling crystal, pearls, stone set chains.

**Highlights** worthy of special mention:

Fagotting on silk shirts, black linen “nothing” dresses.

Color palette notes: powdery skipper blue/cream; natural jute/cream; white/dark green; red/blue/cream; whites used in melange of textures—crochet with linen, ribbed wool.

Trapunto detail in white.

Broadtail—a great favorite, dyed navy, peach, apple green.

## The next time you see Paris, flit to this Flea Market

There's nothing quite like it. Go to *Marche Malik*. It's just two “allees” at the Porte de Clignancourt. It exudes excitement for clothes and old costume designs. Here even the visitors are worth seeing...ranging from “grande dames” of the 16th arrondissement to dapper designers who buy and are inspired by the fabrics, prints and silhouettes of the 20's, 30's and 40's. Best shops are Mammy, Lily, Reine, Black Jack Junior, Bidule 60.

See dresses of 1925, bias, draped, crepe or jersey from about \$20. Chinese styles in silk or wool mousseline in very 1920-ish prints are from \$18 to \$50. You find three-quarter coats in real or fake fur, in the style of 1940 from \$45. There are Afghanistan dresses—long, embroidered, multicolored for \$55...and patchwork design coats from \$60. A suit in black crepe over a white satin blouse—very Chanel—sells from \$50. And you find jewelry like pearl belts at \$18 and pearl-trimmed hats.

The vintage things you see by day at the market, you'll find again at night at Regine or Chez Castel.

## 50,000,000 Frenchmen can't be wrong. Best-selling mfrs. in French stores.

If you don't know the names below, it'll pay you to check them out. Their goods are best-sellers in French department stores:

Sarfati . . . 19 rue Bleue. Tel: 770 2037. “Almina” is trademark. Coats are top sellers.

Delios . . . 680 rue Dunan. Tel: (68) 57 01 54. Young, amusing and inexpensive sportswear.

Confectazur . . . 18 rue Emanuelle Philibert. Tel: 809 256. Beachwear of all sorts, from \$6.50 to \$16.50.

Rey et Escojito . . . 4 rue de Lampeze in Nimes. Tel: 674 235. T-Shirts, \$2-4.

Costebelle . . . 4 Av. Aimer Martin, Nice. Tel: 863 370. Sportswear, separates, pants from \$10-12. Call Mr. Beddoux.

Javic . . . Pont de Campane in Mougins (above Cannes). Tel: (06) 38 27 69. Beach accessories; T-shirts (\$4.50); printed jersey dress (\$5.50).

Chazottes . . . 51 rue des Dominicannes in Marseilles. Tel: 547 811. Bathing suits, beachwear. Gypsy cotton dress (\$14.50), black cotton voile blouse (\$6.50).

## Summertime ('73) . . . and the dressing is easy—A look-see at American R-T-W Designers

Clothes are casual, comfortable, uncluttered, uncomplicated and carefully unconstructed. The phrase we hear over and over is, “Clothes must be *easy*.”

Fabrics are tempting-to-the-touch, lightweight, cool. Delicious silk crepe de chine (Chester Weinberg, Bill Blass). Silk dupioni, honan (Geoffrey Beene, Donald Brooks). Silk georgette, chiffon, organza (Oscar de la Renta). Silk printed chiffons (Pat Sandler). Cotton voile, chambray, chintz (Kasper). Linen knits (Howard Lawrence for Maisonet). A superb Qiana knit in black and a great range of vibrant colors (Jerry Silverman, Ole Borden).

Color comes on strong. First and foremost—white, often used alone; frequently in combination with black, navy, whitened brown. Then the whole family of naturals. And clear pastels including platinum, apricot, peach, lime green. Clear brights are an orangey red, yellow, graphite blue. An interesting trendy color is brick.



## More "fabulous" fabrics

(Cont. from last month)

### Germany

Nino AG, Postfach D. 4460 Nordhorn. Telex 09 8241. Jersey geometric jacquard, great rainwear fabric . . . check or plaid gabardine.

Hildenbrand G. 7320 Goppinger. Bleichstr. 79 . . . Fabulous fake fur, sheared or long-haired nap, plaid or speckle pattern. No price available.

Voac Spinnerei u. Weberei, 8532 Bad Windsheim/Bayern. Jacquard jersey, Scandinavian designs coordinated. From \$2.50.

Delden and Co., 4432 Gronau/Westf. Bahnhofstrasse 30 (W. Germany). Lovely prints on polyester, etc. From \$2.20.

### France

Jourdain-Mieg. Route de Carspach F. 68 Altkirch. Polyester, viscose, cotton blend shirting from \$1.10.

S.A.I.C. Boite Postal 200 F. 68 Mulhouse. Checked velvet \$2.50 to \$3.30 per meter. Brushed cotton at \$0.75 per meter.

Emanuel Lang, 12 rue du 17 Novembre F. 68 Mulhouse. Fine brushed flannel, candy stripes from \$1.10.

Victor Barda, 69 rue d'Hauteville, Paris 10. Wool mousseline printed with geometric designs, printed flannels, about \$6.50. Wool and silk crepe \$9. Coordinated tweed and mousseline.

Foglierini, Allee des Auques 23 81 Mazamet. Excellent wools coordinated with checks, stripes, flannels, serges. From \$2.60.

Haas Freres et Lambert 23 rue de Clary, Paris 75. Good flannels and reversibles from \$2.50 to \$9.50.

Pelfan, Peltex, Route St. Marguerite 88 St. Die. Very interesting plush and fake fur. From \$4.00.

Forestyle, 3 quai Jean Moulin, 69 Lyon. Good prints: flowers, geometrics on fibranne in 45" width; from \$2.00; on viscose georgette, \$1.90; satin-backed crepe \$2.20; cloques and satins for dressy clothes about \$3.50.

Faidide and Cie, 34 rue du Pt. EL Herriot 69 Lyon. Pretty crepe de chine in floral design on silk and viscose from \$3.50; satins from \$4.50.

(Cont. on page 4)

## Good buying offices mean good buys

### Part IV—Italy and Paris

#### Italy

G.B. Giorgini, Lungarno Acciaiuoli, Florence. Write: Mr. Ghini. Tel: 295 151.

Handles many fine specialty and dept. stores. Buys fashion and giftwear for stores like Bonwit Teller, B. Altman, I. Magnin, Sakowitz, Wanamaker. Also in Milan.

G. Melli, Lungarno A. Vespucci, 58, Florence. Write: Franco Melli. Tel: 263 351.

Has 3 divisions: (1) manufacturers and importers: Regal, Leonardi Strassi, Now Knits; (2) dept. stores: Hess Bros., Boscov's; (3) specialty stores: Country Club Fashion, Sara Fredericks.

Tayar Brothers, Piazza Frescobaldi, 4, Florence. Write: Franco Tayar. Tel: 273 741.

Deals in fashion mdse., giftwear, appliances, sporting goods. Clients include Alexander's, Nan Duskin, Joseph Magnin, Gamble-Skogmo, Spiegel (Catalogue), Lane Bryant, the Belk Stores.

Krieger, Ltd., via del Parione, 11, Florence. 4/2 M. Bandello St., Milan.

Write: G. Truci in Florence. Tel: 217 141. Hans Krieger in Milan. Tel: 482 922.

Services specialty stores like Gus Mayer stores; dept. stores like the Mercantile stores; designers like Adele Simpson; wholesalers like Glentex (scarves) and Edison Brothers (shoes).

#### Paris

American Export Co., 20, rue de la Paix. Write: M. Vercel or Mr. Riobe. Tel: 073 5724. Handles clients like Bonwit Teller, Plymouth Shops, The Limited Stores, Judy's.

E. Boas and Co. 8, rue Ambroise Thomas. Write: Jean Pierre Boas. Tel: 824 8870.

Recently merged with A. Schloss. Now handles a varied clientele like Hess Bros., I. Magnin, Nan Duskin, Sakowitz, plus small speciality stores.

Continental Purchasing Co., 13 rue Royale. Write: Mlle. Odette Guigue. Tel: 265 2600.

Handles many top firms like Henri Bendel, Joseph Magnin, and most stores of the Frederick Atkins group.

FEES: Usually 5-7% of mdse. bought. Varies from firm to firm. Best idea is to write prior to meeting with principals.



**More "fabulous" fabrics** (Cont. from page 3)

Schmoll, Louis, 23 rue d'Hauteville, Paris 10. Good collection of wools, tweed chevrons, dots from about \$4.50. Plaids and heathery colors in soft jersey.

Paul et Jean Tiberghien, 105 rue de Lille 59 Tourcoing. Good reversibles for coats from \$5.00.

Pichat et Chaleard, 21 rue d'Alsace Lorraine 69 Lyon. Lame Jersey in tennis stripes, \$4.50. Brocades, faconnées, mousselines and lames.

Warnier-David, 3 rue de Cernay 51 Reims. Good collection of wools very reasonably priced. All designs coordinated; checks, chevrons, plaids on linen, wool and polyester, serges with tweeds, etc. From \$2.20.

Schwartzenbach, 17 rue Godefroy 69 Lyon. Dressy fabric, viscose and lurex jersey \$2.20. Wool flower printed from \$5.50.

Marcel Blanc, 21 rue de Cléry, Paris 02. Excellent wools. Tweed jersey coordinated with woven from \$4.50. Also real hair plaids, \$8.80. N.Y. agent—Meyer Woolens.

Wallach, Texunion, 25 rue de Marignan, Paris 8. Interesting collection of prints, very inexpensive; chintz on black, bright acetate and polyester prints. N.Y. agent—Textile Import Corp.

Taco, Texunion. Collection shown with above. Wool mousseline coordinated with a special design group, \$2.75.

Boussac, 21 rue Poissonnière, Paris 02. Cotton, polyester, viscose tweed from \$1.10 to \$5.50. Interesting coordinated with dacron polyester and rayon checks.

**Switzerland**

Schlaepfer, Jacob Broderies. Teufenerstr. 11 9001 St. Gallen. Fabulous embroideries on velours, silver sequinned jersey from \$9.00 in 42" width.

**Wining & Dining in the Windy City:  
FI's Mini-list of Chicago Restaurants**

One word of advice: During market period, **MAKE YOUR RESERVATIONS EARLY.**

Biggs, 1150 N. Dearborn. Continental Food. Cape Cod Room, Drake Hotel. Terrific seafood. Highly recommended.

Chez Paul, 660 N. Rush. French elegance.

Diana, 310 S. Halsted. Greek Food—so good.

Don the Beachcomber, 110 E. Walton. Chinese. Intimate atmosphere.

Eli's Place for Steak, 215 E. Chicago. A-1 beef.

Le Bordeaux, 3 W. Madison. Charming French. Great for lunch.

The Magic Pan, 60 E. Walton. Crepes specialty. Another top lunch spot.

**"A Stitch in Time" is quite a yarn**

"A Stitch in Time" is the name of a book that gives knitting and crocheting patterns of the 20's, 30's and 40's with modern yarn equivalents. Introduced and edited by Jane Waller. Published by Gerald Duckworth and Co. Biba has been selling it despite its London retail of \$12. Look for influences on European sweater makers.

**Fashion is a two-way street:  
So we'd like your suggestions**

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